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**STATE OF NORTH CAROLINA**  
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**Marketing Firm to Create 60 Jobs in Mecklenburg County**  
*State Grant Helps Red F Marketing Expand in Charlotte*

RALEIGH – Gov. Bev Perdue today announced that Red F Marketing, a full service advertising agency, will expand by redeveloping an office building and creating a center for entrepreneurship in Mecklenburg County. The company plans to create 60 jobs and invest \$8.78 million during the next three years in uptown Charlotte. The project was made possible in part by a \$60,000 grant from the One North Carolina Fund.

“This innovative project is exactly the kind of development North Carolina needs for future growth,” said Gov. Perdue. “Focusing our resources on home-grown entrepreneurs will pay big dividends down the road.”

Red F is a full service advertising agency based in Charlotte with a focus on both general and multicultural markets and works primarily with Fortune 1000 companies. Red F has recently been ranked among the fastest growing companies in America and currently employs 40 in Charlotte. The company plans to redevelop a building in uptown Charlotte, rebranding it as the “Charlotte Center for Entrepreneurship.” The building will house Red F offices, the Business Innovation & Growth Council (BIG), the BIG Accelerator, and other office tenants.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$47,167 not including benefits. The Mecklenburg County average annual wage is \$48,776.

“We are thrilled with what this move means for the future growth of Red F and job creation for the region. Red F continues to be one of the most dynamic entrepreneurial companies in the area, and this new headquarters building will allow for tremendous future development,” said Dan Roselli, President of RED F. “The support that we have received is a strong indication that the State and the region want growth companies like Red F to locate and develop their companies here.”